

**This Week at the District**

**SB70 Community Collaborative Grant Soft Skills & Externship Workshop**

For the past two weeks, the District office has been host to several workshops for the SB70 grant. The workshop was developed to provide high school and middle school teachers training in soft skill development. These skills help students develop active listening, team dynamics, time management, and other soft skills needed to be successful in higher education and the workplace. This workshop showcases the District's strengths in bringing together educators to best meet the needs of students. Please join me in congratulating Vice Chancellor Andreea Serban and the Educational Services team on their excellent work.

**Coastline Summer Technology Institute**

I was pleased to attend the Coastline Summer Technology Institute this week and present on how technology as a tool can help us to achieve the many goals that we strive toward. Both our internal goals as well as the goals expressed by legislative or collective action from the State Chancellor's Office (e.g., the Student Success Task Force recommendations) can benefit from current and future technology. Of course, learning how to leverage our existing resources, identify needed resources and utilizing our intellect will also help us reach those goals. Throughout the event, Coastline welcomed faculty and staff from around the District to learn the latest about Microsoft Word and PowerPoint, Adobe Acrobat, graphic design software, Google apps, eBooks and much more! Thank you to Coastline for hosting this event and congratulations on another successful Summer Technology Institute.

**Potential GO Bond Measure**

I would like to thank the Board for their support of the team that presented on a potential GO Bond Measure. There was a great deal of information presented that has been collected over the past six months. It was good to see that our community members were in attendance to hear the results of polling and to hear from our internal team and the consultants regarding the feasibility of a bond measure. I wanted to inform the Board, that we have received over 400 responses from our community regarding their perception of our colleges' facility needs. I have attached some of the presentation for your reference and welcome any questions.

Sincerely,



**Board Meeting Reminders**

**August 1** - Regular Meeting & Study Session

**August 15** - Regular Meeting

**September 5** - Regular Meeting

**Chancellor's Calendar**

**Week of June 25, 2012**

Monday - Friday  
In the Office

# Preparing local students for universities & jobs since 1947

Many of the buildings on each of our campuses were built in the 1960s, are aging & outdated and do not meet the needs of a modern workforce. The following are some of the projects identified in our Master Facilities Plan. Please review the following list and let us know YOUR priorities. *(Please circle your response.)*

Very Important                      Not at all Important

1	2	3	4	
				Expand course opportunities in science, technology, engineering & math related fields
				Update outdated electrical systems, wiring & equipment for computer technology and internet access.
				Expand Veteran services and facilities
				Upgrade career and vocational classrooms, labs and equipment
				Remove asbestos
				Repair decaying walls, drainage systems and leaking roofs
				Improve campus safety by installing and repairing fire safety equipment including alarms, smoke detectors, sprinklers, emergency lighting and fire safety doors

Other: \_\_\_\_\_

I have the following questions \_\_\_\_\_

Keep me informed by:  
 Email             Regular Mail

YES, our college should be upgraded and improved!

Contact Information

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone (day): \_\_\_\_\_ Phone (eve): \_\_\_\_\_  
 Email: \_\_\_\_\_

Please return to: Martha Parham at [mparham@ccd.edu](mailto:mparham@ccd.edu) or via fax at 714-438-4882.



# Coast Community College Board Presentation

Interviews Conducted:  
July 12<sup>th</sup>-15<sup>th</sup>, 2012

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

FM3

T H E  
LEW  
EDWARDS  
GROUP

# OVERALL ENVIRONMENT

- Two-thirds of all school measures on the ballot passed.
- With the right proposal, voters are willing to protect and expand affordable, local education.
- West Valley Mission CCD was the only CCD Bond on the June ballot. WVMCCD passed a second, \$350 Million bond in an election characterized by low voter turnout, a high-profile pension reform measure in a significant portion of the District, and opposition.

The Lew Edwards Group was successful in all June measures attempted and remains undefeated in community college bonds attempted.

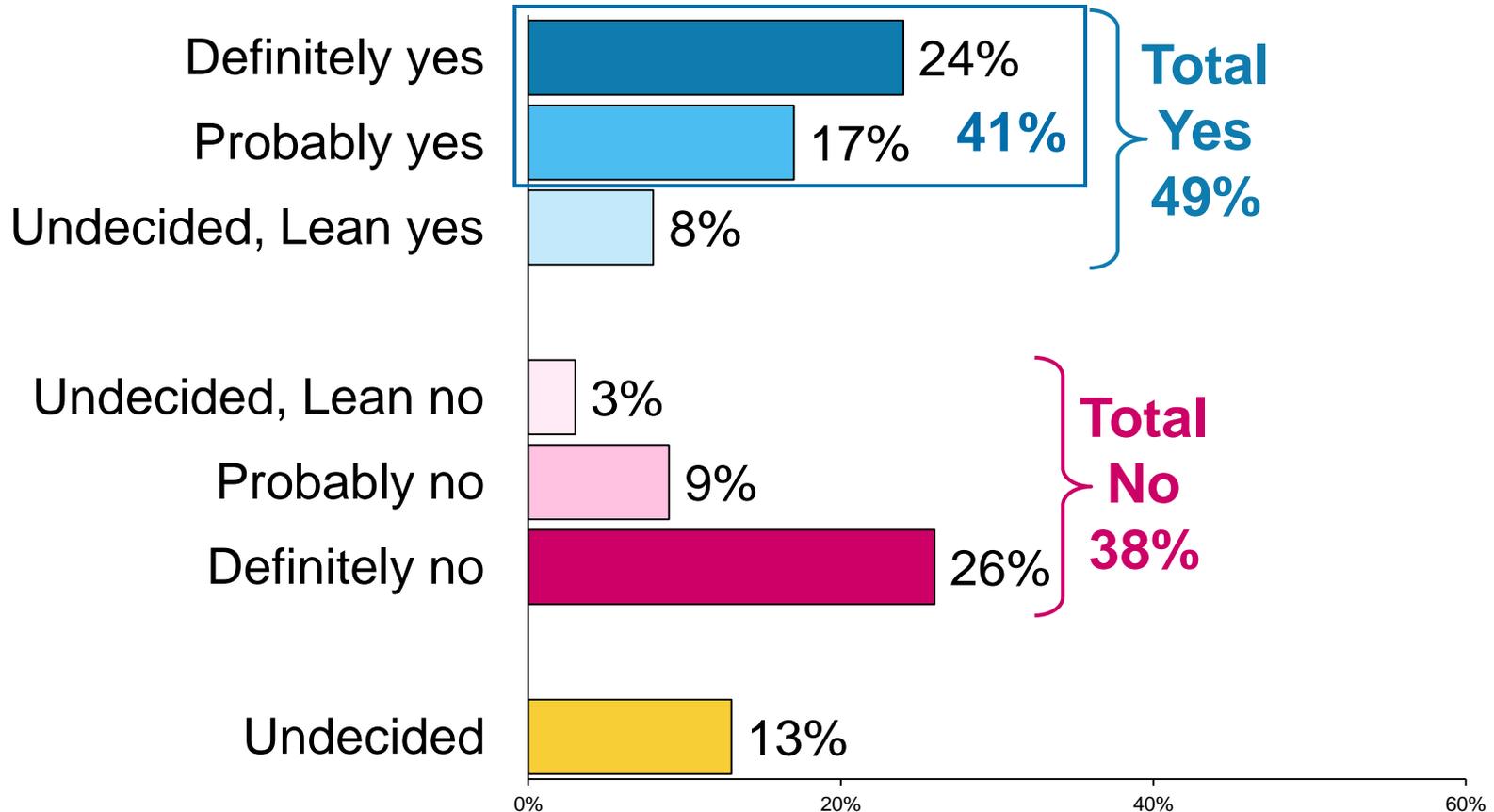
# CONSULTANT RECOMMENDATIONS

A Coast CCD bond of as much as \$698 Million is potentially viable in November 2012 at overall support levels consistent with 2002 Measure C viability. We recommend that the Board consider proceeding with placing a measure on the November 2012 ballot.

# Methodology

- Telephone interviews with 503 voters likely to cast ballots in November 2012
- Interviews conducted July 12th – July 15th, 2012
- Margin of sampling error for the full sample is +/- 4.4%
- Margin of sampling error for half the sample is +/- 6.2%
- Tracked Questions from Survey of 755 voters likely to cast ballots in November 2012 conducted between January 15th – January 19th, 2012
- Margin of sampling error for the full sample is +/- 3.6%
- Margin of sampling error for half the sample is +/- 5.1%

# Vote On Statewide Income Tax and Sales Tax Temporary Increase



# Ballot Title and Summary

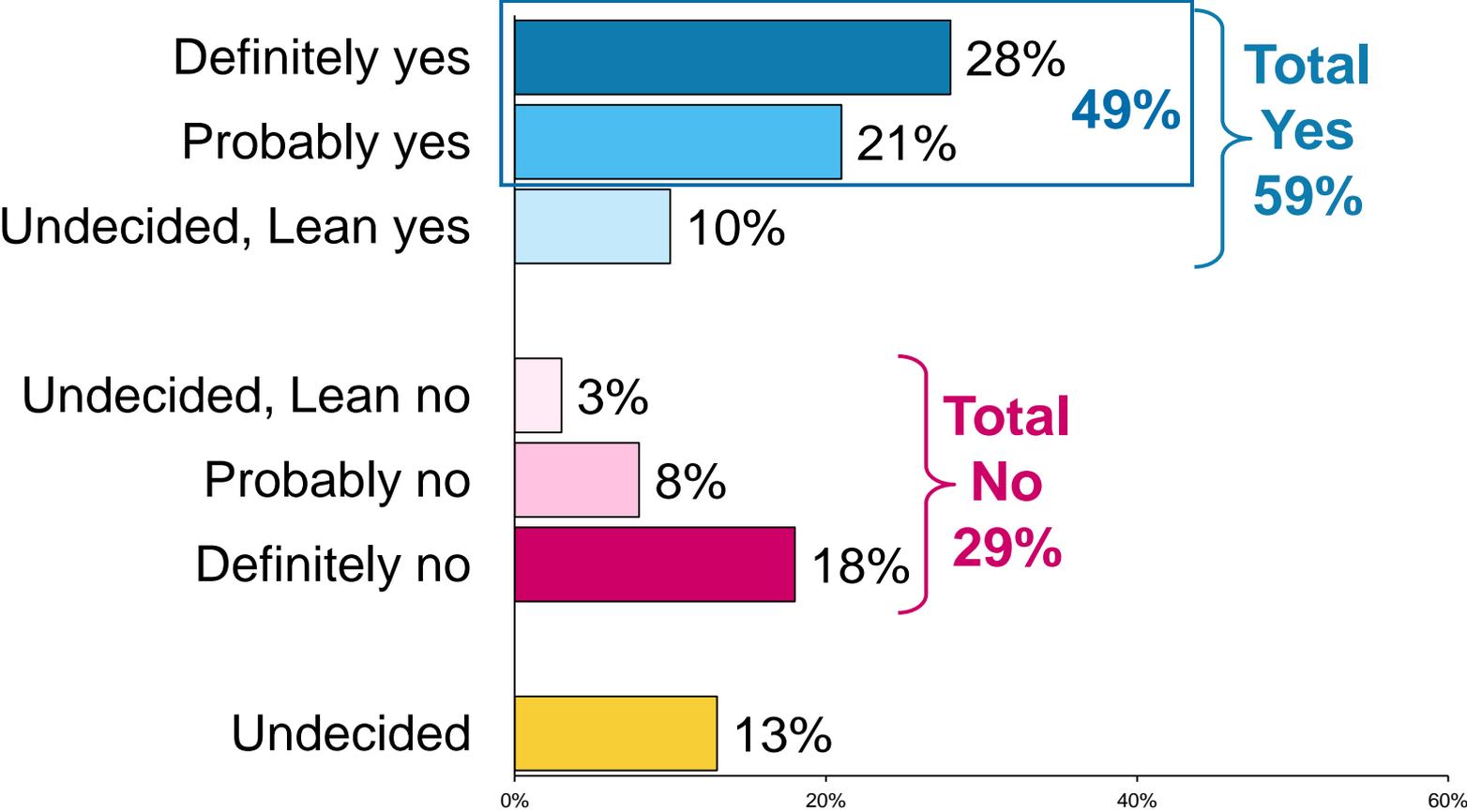
## **GOLDEN WEST COLLEGE, ORANGE COAST COLLEGE AND COASTLINE COMMUNITY COLLEGE REPAIR AND JOB TRAINING MEASURE.**

To address state budget cuts to classrooms and prepare students for universities and jobs by:

- Expanding course opportunities in science, technology, engineering and math related fields;
- Improving active military and veteran educational resources;
- Repairing decaying walls, drainage systems and leaking roofs;
- Removing asbestos;
- Upgrading technology;
- Acquiring, constructing and repairing facilities, sites and equipment;

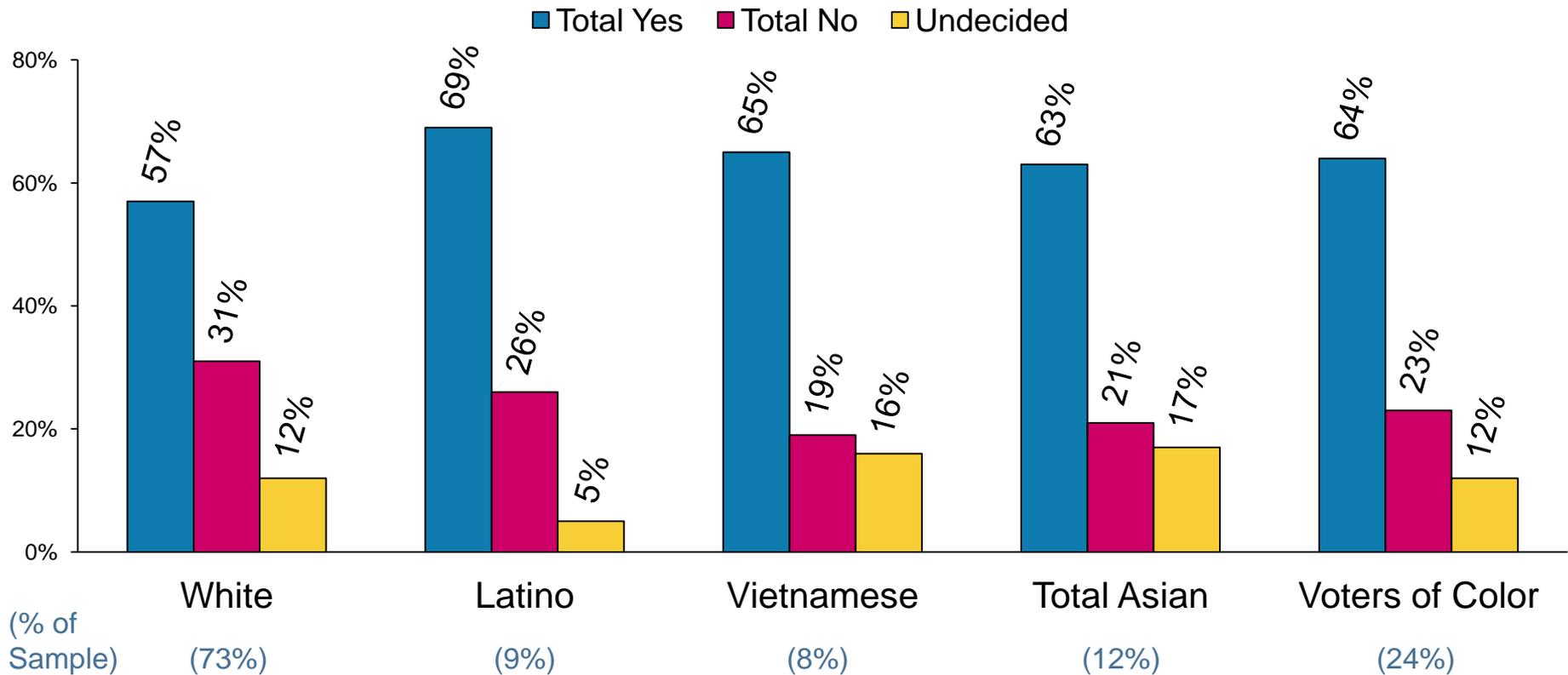
Shall Coast Community College District issue \$698 million in bonds at legal rates, with financial safeguards, NO money for administrators' salaries or pensions, prohibiting Sacramento from taking these local funds?

# Initial Vote on \$698 Community College Bond



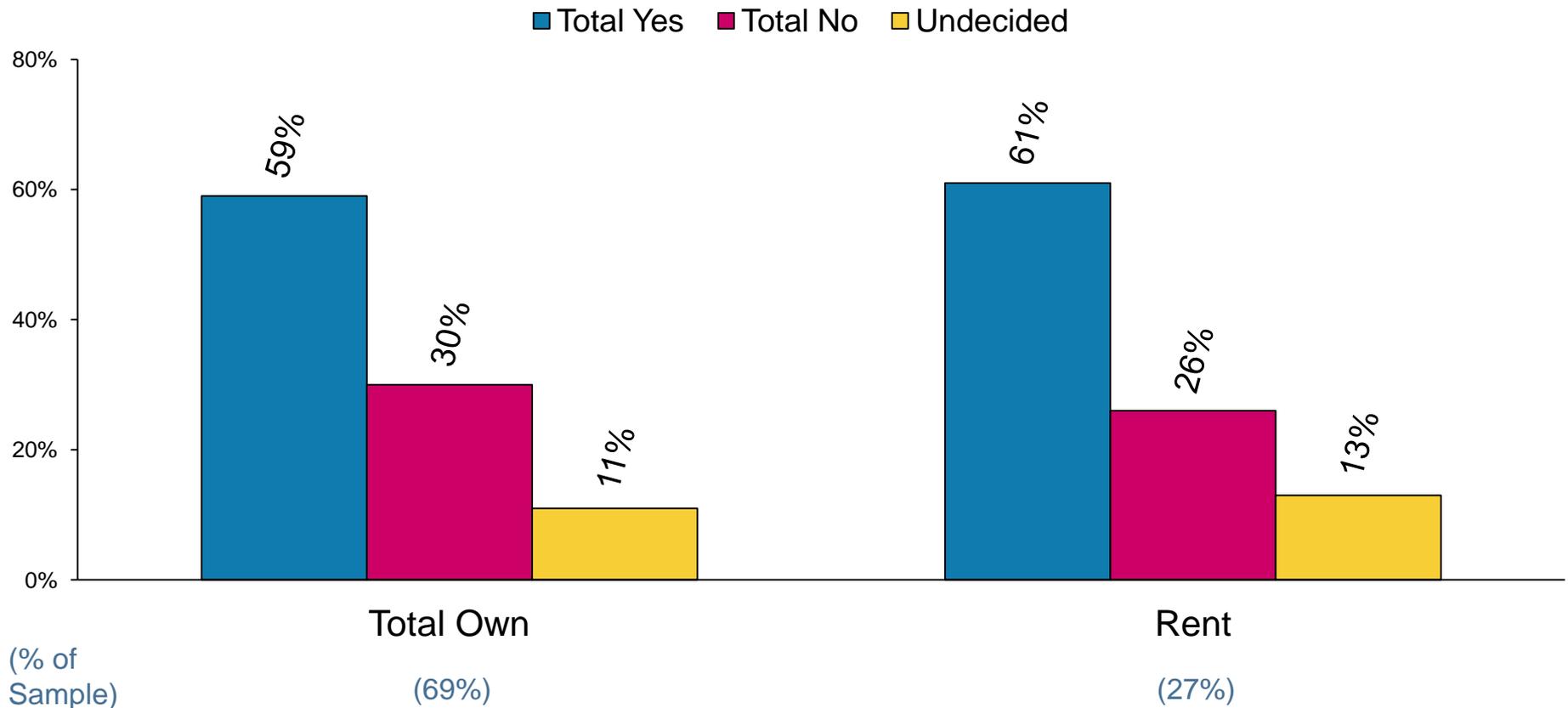
# Initial Vote on Measure by Demographic Group

## *Ethnicity*



# Initial Vote on Measure by Demographic Group

## Residence

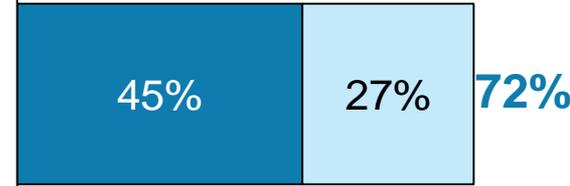


# Most Effective Education Statements

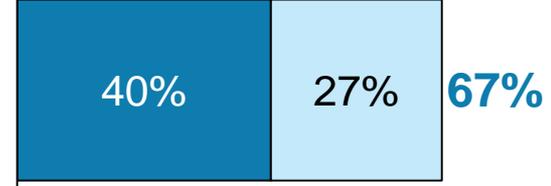
(Rank by Much/Somewhat More Inclined to Vote Yes on the Measure)

**^(ADDITIONAL SUPPORT FOR MILITARY AND FAMILY)** Our Coast Colleges already serve over 18 thousand active military, their families and veterans annually, and recent estimates suggest that 20,000 veterans and family members will soon be returning to Orange County-many of them from War Zones with a host of challenges, including post-traumatic stress disorder and permanent disabilities. This Measure will upgrade and expand veteran services and facilities dedicated to ensuring that our soldiers receive the support they need to complete their education and enter the civilian workforce.

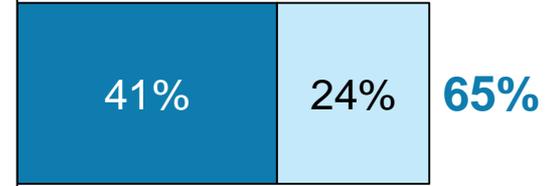
■ Much More Incl. □ S.W. More Incl.



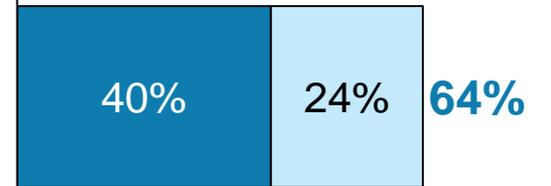
**(COLLEGE OFFERS AN AFFORDABLE EDUCATION)** While California Community Colleges offer the lowest tuition in the country, the cost of attending a public university in California has risen to more than six times that of attending a community college. Passing this measure increases opportunities for local students to earn college credits, certifications, and job skills at a reasonable price.



**^(LOCAL CONTROL)** In the last year alone, the state has cut ten million dollars from our Coast Colleges. We can no longer rely on Sacramento politicians to help our local colleges. This measure is structured so that Sacramento is legally prohibited from taking funds from this measure, ensuring that our tax dollars stay local to address our area's educational and job training needs.

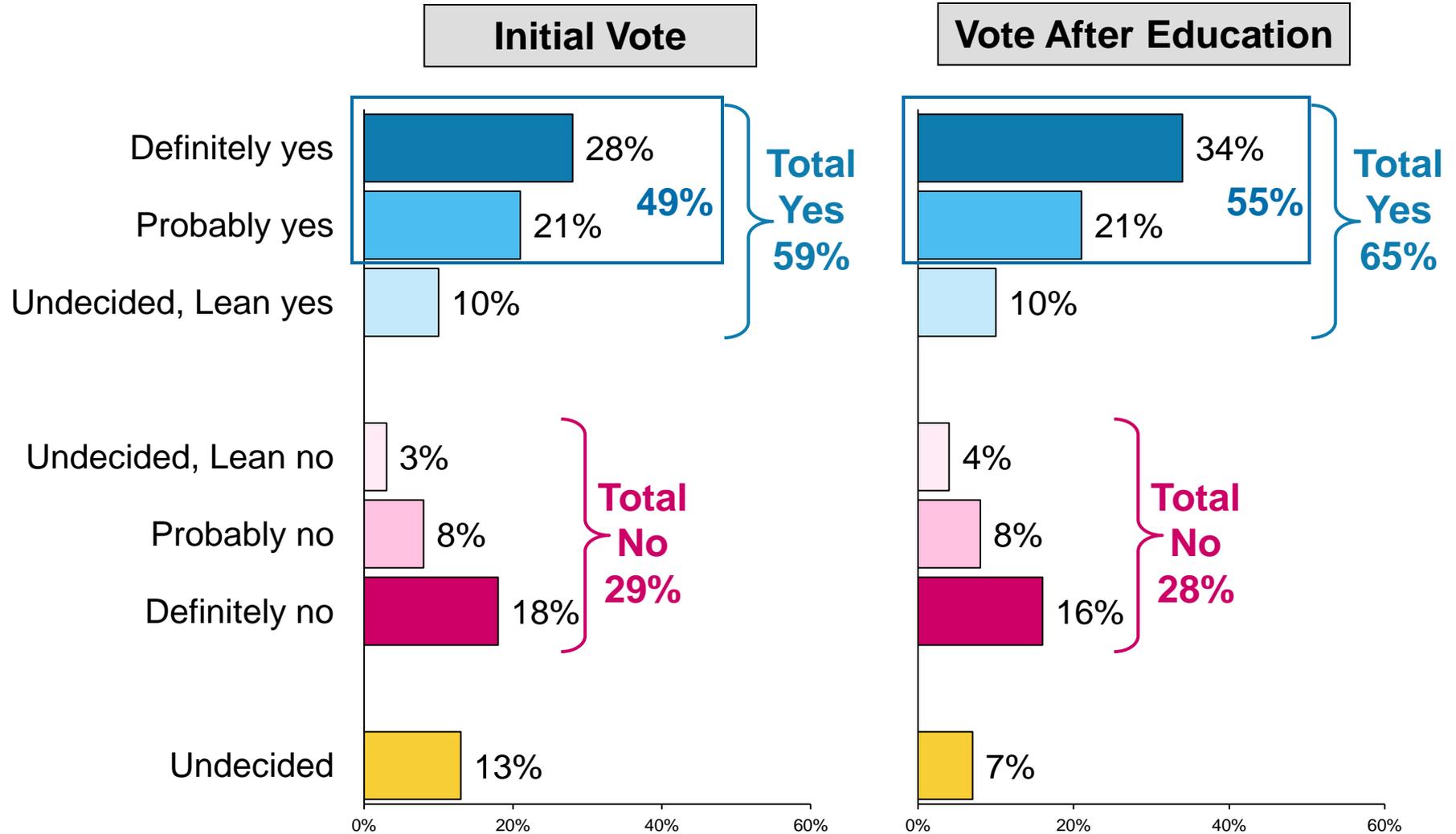


**(FISCAL ACCOUNTABILITY)** (N=450) This bond measure includes strict fiscal safeguards including an Independent Citizens' Oversight Committee and independent annual financial and performance audits. Additionally, by law, no money from this measure can be spent on pensions or administrators' salaries and no money can be taken by Sacramento.



0% 20% 40% 60% 80%

# Initial Vote and Vote after Education on \$698 Million Bond



# CONSULTANT OBSERVATIONS

- Viability is above the Margin of Error and overall results are comparable to those results received in 2002.
- Statewide, voters are concerned about the increasing cost of college education and protecting colleges from devastating cuts.
- The recession has only renewed concerns about having a skilled, local workforce, and the affordability of a college education.
- We are representing a number of CCDs who are proceeding this year to maximize the more education-friendly demographics in a higher turnout election.
- Having State Propositions on the ballot will not affect the District's viability in our experience, as voters will rally to their local measures.
- Constituents were most interested in services and the perspectives of war veterans.